



**COLSON  
CENTER**  
FOR CHRISTIAN  
WORLDVIEW

## **JOB LISTING**

Title: Marketing Coordinator  
Location: Colorado Springs, Colorado  
Position reports to: Marketing Director  
Salary range: \$50,000-\$60,000  
Date written: December 2021

### **This document includes:**

Job announcement and context (pages 2-4)

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### **How to apply:**

1. Visit our [Careers page](#) and use the provided form at the bottom. Cover letter must include:
  1. **QUESTION 1:** What about the Colson Center's mission and programs, and/or this particular role, resonates with you?
  2. **QUESTION 2:** Tell us about your experience with coordinating inbound marketing. What have you seen as key factors to success in running a successful operation that's generating leads and delighting customers?
  3. **QUESTION 3:** Think about a time when you were happiest and most successful in a job (paid or unpaid). What was it about your job and/or workplace that made you thrive?
  4. **QUESTION 4:** Do you know anyone currently working at the Colson Center who could help us get to know you a bit better?
  5. **Please provide at least one reference** who can give us firsthand perspective on what it's like to work with you on a team.

# Job announcement and context

*December 2021*

The Colson Center is hiring a Project Coordinator for our Marketing team.

The Marketing Coordinator coordinates all Colson Center digital and direct mail campaigns, including project management and digital engagement work, and operates and optimizes the systems used to facilitate client engagement. This position reports to and will work closely under the leadership of our Marketing Director.

What does the job actually look like? At any given point, the coordinator has several campaigns in process (in different stages), and is working with various staff members and vendors on the deliverables for those campaigns and managing the central digital marketing elements personally. (This is the vast majority of the job.) They are also often working on a project or two with the marketing director as part of our strategic growth goals. All the while, they are listening to our audience via our client services operation and social media channels and feeding those insights back into our systems and team.

The ideal candidate for this role loves managing tasks, projects, and systems. They are relentlessly able to hit goals and deadlines, and able to identify and solve problems on their own. They are able to maintain strong relationships with staff and vendors and communicate with them well, including digital documentation. The whole team needs to be able to understand what's going on and what's needed from them at any given point, and this role is the fulcrum of that.

This role is well defined with good operational systems in place, good support, and good training. The role and systems are designed so that they can be operated with a relatively light touch. So the difference between good and great in this role is that great involves an instinct for improving the systems and processes, and a skill in leveraging elements (like digital marketing) to surpass defined goals. It's a great fit for someone with the skill sets above who is interested in developing leadership-level skills in inbound marketing and building a digital audience.

See further down for more about our company and team culture.

## Other requirements:

1. Must live in or be willing to relocate to Colorado Springs.
2. Must be willing to sign our [Statement of Faith](#).

# FAQ

## About the company

At the Colson Center, we help Christians better understand and embrace God's restoration story unfolding in the world, even in the face of difficulties great and small. Our team passionately equips and trains people who want to think, love, and live like Christians. We exist to help people not only survive their circumstances but ultimately transform them, so they can care deeply about the world's needs in this time.

*Our values:*

1. **We believe every Christian can live like one.** "Worldview" is about understanding God's created reality better, so we can be the people God calls us to be. It's not only about thinking or politics or great deeds—with J.R.R. Tolkien's Gandalf, we believe it's also about "the small everyday deeds of ordinary folk that keep the darkness at bay."
2. **We believe truth and love go together.** God is truth and God is love, and He made us to bear His image. To that end, we believe standing up for truth (if done the right way) is an act of love for God and our neighbor, and we seek to provide a climate of intellectual hospitality in which people can experience love in their search for truth.
3. **We believe Christians should—and can—be a people of hope.** God's story never changes, even when the world around us does. We know how that story ends—and we know God has called us to be faithful in our circumstances, trusting Him with the outcome. We seek to live and work that way, so we can help others do the same.

## The Marketing team

The Colson Center has tripled to over 30 staff in the last three to four years. Our Marketing team mostly works in our beautifully remodeled office in Colorado Springs, where we have an energetic, collaborative team ambitiously building on 30 years of product success with new ideas and products for a new time. We're looking for someone to join a successful operation to help us evolve it to the next level.

The Marketing team is a part of our larger Programs department, along with our Creative Services (i.e. design) team and our Products (i.e. content) team. The three teams work together, off the same mission, values, playbook, and calendar, so that everything we do is telling the same story, oriented toward providing the same mission value, and built so that we can help each other. While different pieces of the puzzle require different skills, we're doing *one thing*

together. So our Product Managers have access to the full resources of the Colson Center on teaching and theology, on audience engagement and marketing, and on production itself.

The creative challenge before us gets us excited every day: to take the ancient truths of the Christian faith, and give them fresh poignancy for a new generation, so that today's Christians can meet the challenge of being faithful in this time. We work so that Christians, energized by hope and grounded in the Christian story, will be participants in the restoration work of God. As a media ministry focused on spiritual formation at scale, we're aware both of the tremendous opportunities before us—and the limitations of what you can do with a video or blog post. That dual awareness allows us to be the best partner we can in lives, communities, and the local church.

*The Colson Center's mission is to equip Christians to live with clarity, confidence, and courage in this cultural moment. **Our job is to help our clients to do exactly that.***

## **Flexible work policies**

Our Colorado Springs office is friendly to a work-life balance. Working from home much of the time is common (the staff is required to be in the office 10-3 on Tuesdays and Thursdays and we are intentional about using that time for smart collaboration and time together). Friday afternoons are optional if an employee's work is finished. Our benefits package is extremely competitive and includes healthcare, vision, dental, and a variety of other benefits.

# Position Description

Project Coordinator, Marketing

## Summary

**The Project Coordinator coordinates all Colson Center campaigns, including project management and digital engagement work, and operates and optimizes the systems used to facilitate client engagement.**

- Title: Project Coordinator, Marketing
- Location: Colorado Springs, Colorado
- Reports to: Marketing Director
- Salary range: \$50,000-\$60,000

## Description of Duties

<i>Priority</i>	<i>Duties</i>	<i>Est Hrs/Wk</i>
1	<b>Campaign management and marketing logistics</b> – Shepherds the entire process for any Marketing campaign (including general-file fundraising campaigns) from concept to week-to-week reporting; including mobilizing staff and vendors for pertinent deliverables (graphics, landing pages, etc.), communicating goals and expectations, and measuring results.	25
2	<b>Manages main digital marketing channels</b> – Manages Colson Center email marketing, lead gen infrastructure, and social media accounts, and coordinates with product managers on product social media and lead gen for quality control and goal alignment.	10
3	<b>Client services</b> – Coordinates staff in ensuring our client service tickets and online gifts are handled efficiently and professionally (including pipeline health and work distribution), and good feedback turns into process improvements.	5

## Expectations & KPIs

- **Campaign management** – Execute campaigns cleanly that reflect TCC and team goals and messaging and achieve targeted results, with high levels of documentation and transparency. *Metrics: on-time tasks and projects, campaign goals (e.g. audience reached, leads converted, tickets sold, dollars raised) and more granular KPIs*

- **Digital marketing** – Achieve marketing goals by channel as set by marketing director. *Metrics: quality email list size and clicks, social media engagement metrics, etc.*
- **Client services** – monthly report on systems and personnel health. *Metrics: self-explanatory.*

## Additional Details

*Guidelines for All Employees*

The Holy Bible, Employee Handbook, [Statement of Faith](#)

### *Minimum Qualifications*

**Ideal candidate:** loves managing tasks and projects. Is relentlessly able to hit goals and deadlines, balance those goals and deadlines with the need to maintain relationships and a close-knit team, and solve problems without being asked. Has a solid working knowledge of the elements of inbound marketing (email, social, lead gen, websites, etc.) and can wield them intelligently in pursuit of defined goals.

- **Education:** Associate's or Bachelor's
- **Work Experience:** 2-3 years' experience in inbound marketing; project management experience strongly preferred.
- **Knowledge areas:** Social media marketing, email marketing; SEO and lead gen experience preferred but not required.
- **Competencies:** Teamwork, planning and time management, able to juggle a lot of moving parts, attention to detail.
- **Computer/Tech Skills:** Comfortable with modern project management tools (we use Asana) and digital marketing and CRM tools (we use Hubspot).
- **Physical/Other Requirements:** talking, hearing, seeing, typing.
- **Travel:** Minimal.

**Position Classification: Exempt**